

Elective 2: BSBMK408B: Conduct Market Research

This Unit describes the performance outcomes, skills and knowledge required to conduct market research using interview and survey methodologies (not specialist statistical design and analysis) and to report on findings. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

References: Manual Chs 3, 5, 8; course notes; Veal Ch. 8, 9; Dwyer and Hopgood, Management Strategies and Skills, Ch. 9; Sport and Recreation Victoria, 1995, Municipal recreation Planning Guide

Unit Element	Performance Criteria	Study Program	References	Assessment Criteria	Work Evidence
1. Conduct desk research to gather background market information	1.1 Conduct initial desk research using appropriate sources to gather background market information	1. Define a small research topic appropriate to your selected organisation. Use the contents of this manual and other readings to address each of the requirements under Unit Elements 1. to 6.	Manual Chs 3, 5, 7; Veal, 2011, Ch. 6	Students will: 1. Show evidence of initial desk research	1. Provision of a list of materials covered by the desk research and a broad written or verbal overview of their scope and implications
	1.2 Identify options for information collection and collation tools and methods		ABS, 1989, Ch. 2; Manual Chs 3.3, 6, 7, 8, 9; Veal, 2010, Pt III; Veal, 2011, Chs. 7-17	Students will: 1. Outline a range of options that were considered for information collection, collation and analysis, and explain and justify those that were selected	1. A list of the options that were considered for information collection, collation and analysis, and a justification of those selected
	1.3 Determine and seek approval for reporting formats for market research documentation		Sport & Rec Vic., sect. 3.2; Veal, 2010, Ch. 4; 2011, Ch. 5;	Students will: 1. Explain the approvals processes followed	1. A written explanation of the approvals processes followed and a statement of written approval for the proposed research program
	1.4 Report initial research findings in approved formats in accordance with organisational procedures		ABS, 1989, Ch. 6; Manual Ch. 12; Veal, 2011, Ch. 18	Students will: 1. Provide a report on their initial research findings in an appropriate format or in a format which is in accordance with their selected organisation's procedures	1. Include in section 5. or 6. below
2. Develop research methodology and objectives	2.1 Develop hypotheses and research objectives for market research		ABS, 1989, Ch. 3; Sport & Rec Vic., sect. 2.2-2.4; Veal, 2011, Ch. 3;	Students will: 1. Prepare a statement of their research hypothesis and objectives	1. Provision of a written statement of their research hypothesis and objectives
	2.2 Identify options for quantifying data		ABS, 1989, Ch. 9; Veal, 2011, Ch. 13	Students will: 1. Outline a range of options that were considered for quantifying data, and explain and justify those that were selected	1. Provision of a statement of the options that were considered for quantifying data, together with an explanation and justification of those selected. Include in 5. below

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	2.3 Identify market research methodology and determine, develop, test and amend required survey tools		ABS, 1989, Ch. 6-8; Manual Chs 3, 5, 7; Veal, 2011, Ch. 6	Students will: 1. Outline a preliminary market research methodology and explain how they developed, tested and amended their data collection tools	1. Provision of a written outline of the proposed market research methodology with an explanation as to how this was developed, tested and amended their data collection tools
	2.4 Determine and test methods of data extraction, collation and analysis		Manual, Ch. 3.3; Veal, 2011, Chs. 5, 7-17	As part of 1.2	
3. Recruit respondents	3.1 Interpret market research plans to identify potential respondents and their requirements		ABS, 1989, Ch. 4; Manual, Ch. 4; Veal, 2011, Chs. 5, 7-17	Students will: 1. Explain how research respondents/ participants were selected and recruited	1. Provision of a written explanation of how research respondents/ participants were selected and recruited
	3.2 Identify respondents in line with research and organisational requirements		ABS, 1989, Ch. 4; Manual, Ch. 8; Veal, 2011, Ch. 10	As part of 3.1	
	3.3 Recruit respondents in line with the agreed research methodology and organisational requirements		ABS, 1989, Ch. 4; Manual, Ch. 8; Sport & Rec Vic., Ch. 5; Veal, 2011, Ch. 3;	As part of 3.1	
4. Gather data & information from respondents	4.1 Prepare and arrange resources for data gathering		ABS, 1989, Ch. 7; Manual, Ch. 8; Veal, 2011, Ch. 8-13	Students will: 1. Explain how they will gather, store and safeguard data	1. Provision of a written explanation of how data will be gathered, stored and safeguarded
	4.2 Gather data and information using survey tools		ABS, 1989, Ch. 9-10; Manual, Ch. 8; Sport & Rec Vic., sect. 5.3.4; Veal, 2011, Ch. 8-13	As part of 4.1	As part of 4.1
	4.3 Record data and information gathered in approved formats, in accordance with organisational procedures		ABS, 1989, Ch. 9; Manual, Ch. 8; Sport & Rec Vic., sect. 5.3.4; Veal, 2011, Ch. 8-13	As part of 4.1	As part of 4.1
	4.4 Store and safeguard survey information and data in accordance with organisational procedures		Manual, Ch. 8; Sport & Rec Vic., sect. 5.3.4; Veal, 2011, Ch. 8-13	As part of 4.1	As part of 4.1

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5. Analyse research information	5.1 Conduct checks on quality of data and information collected		ABS, 1989, Ch. 5-6;	Students will: 1. Demonstrate their application of methods that ensure valid and quality data collection, processing, presentation, interpretation and evaluation	1. Provision of a written explanation of how the validity and quality of data collection processing, presentation, interpretation and evaluation were ensured (covering 5.1-5.5 and 6.1-6.3)
	5.2 Select appropriate techniques to summarise data and information		Manual, Ch. 12; Sport & Rec Vic., sect. 5.4; Veal, 2011, Ch. 14-16	As part of above	
	5.3 Design software files for entering data and information		Veal, 2011, Ch. 14	As part of above	
	5.4 Process data using a method appropriate to research design		Veal, 2011, Ch. 14-17	As part of above	
	5.5 Interpret and aggregate data and information including categorisation, to provide observations relevant to research objectives		Manual, Ch. 6.7, 6.11, 12; Sport & Rec Vic., sect. 5.4; Veal, 2011, Ch. 14-18	As part of above	
6. Prepare research reports	6.1 Collate and assess findings for relevance and usefulness to research objectives		Manual, Ch. 6.7, 6.11, 12; Sport & Rec Vic., sect. 5.4; Veal, 2011, Ch. 14-18	As part of above	
	6.2 Prepare research reports		Manual, Ch. 12; Veal, 2011, Ch. 18	Students will: 1. Prepare a written, illustrated report on their methodology, findings, conclusions and recommended actions and explaining how it will be disseminated, reviewed, revised and ultimately, implemented and evaluated.	1. Presentation of a written report on the research methodology, findings, conclusions and recommended actions 2. Provision of an explanation of how the report will be disseminated, reviewed, revised and ultimately, implemented and evaluated
	6.3 Communicate research findings to relevant personnel and stake-holders in accordance with organisational procedures		ABS, 1989, Ch. 11; Manual, Ch. 12.4; Veal, 2011, Ch. 18	Students will: 1. Explain the communication process used	As part of 6.2 above